

LOVEMAN'S ANNUAL CLEARANCE SALE

Big reductions in every department throughout the entire store.

Starts tomorrow morning at 9 o'clock!

The Loveman Clearance Sale, which starts tomorrow morning, is an annual event of the greatest importance to every one in Chattanooga. It is not a clearance of odds and ends, but high-grade, perfect, new goods at reduced prices. Always remember every reduction is exactly as stated; we permit no exaggerations. This sale will continue for ten days and sacrifice prices will prevail every day of the sale. This is practically mid-winter and there is still the coldest half of the winter left to wear these goods, and most of them are suitable for the whole year.

In these times, when the prices of merchandise are constantly rising by leaps and bounds, it seems foolish to cut prices. The only reason we are continuing our annual sale is not to get out of the habit, and in order to impress it upon your mind that you can get good values here always. We will offer hundreds of items at greatly reduced prices, and we will have to practically replace every item immediately and pay the same price for it that we are selling it at in this sale—in many cases the goods will cost us more than the prices which will prevail during this sale.

Watch the daily papers each day as the sale progresses, for no two days of the sale will be alike; each day will have its own bargain surprises.

This advertisement, large as it is, mentions only a part of the wonderful values which will be on sale during this big event!

"Djer Kiss" face powder, .57c (Limit one.) —Toilet goods. Pinaud's Lilac Veetal, .67c (Limit one.) —Toilet goods. Munyon's Witch Hazel soap, .5c (Limit one.) —Toilet goods.	Hughes' Ideal hair brushes 99c (Limit one.) —Toilet goods. 7-oz. bottle Listerine, .34c (Limit one.) —Toilet goods. Aloha Oe talcum, .12c (Limit one.) —Toilet goods.	Finishing braid; colors red and blue, .10c —Notions. Shoe brushes, 2 for, .25c —Notions. Crib pins; two on card; two cars for, .35c —Notions.	25c longcloth, smooth weave, soft finish; yard wide, yard, 16 1-2c —Cotton Goods—3rd floor.	29c fine zephyr finish dress gingham; plaids, checks and stripes; reduced to, a yard, .22c —Cotton Goods—3rd floor.	30c kimono flannelette, heavy quality, floral designs; reduced to, a yard, .22c —Cotton Goods—3rd floor.	25c cretonnes and challis, yard wide; floral and persian designs; reduced to, a yard, .19c —Cotton Goods—3rd floor.
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For further particulars of this big sale read tomorrow morning's Times!

Infants' Wear Reduced!

Coats, sizes 2 to 6 years—
\$3.50 coats, .24c
\$5.00 coats, .38c
\$6.00 coats, .48c
\$8.75 coats, .68c
\$10.00 coats, .84c
\$13.95 coats, \$1.48

Children's colored dresses, sizes 2 to 6 years, reduced!
One lot of galatia dresses—
88c dresses, .49c
\$1.00 dresses, .59c

Other dresses reduced, .55c to \$3.48

All "Jack Tar" dresses reduced!

One lot of soiled white caps and bonnets reduced to half price and less! Range of prices, 10c to \$1.98.

Muslin Underwear Specials!

Crepe de chine teddies; flesh colors; lace trimmed; \$2.50 value, \$1.98

One table of muslin and ruffled underwear, including crepe de chine and mesline gowns, combinations, petticoats, chemise and corset covers. All marked considerably lower than regular prices!

Gowns!

Lace and embroidery trimmed muslin gowns, .74c

Nainsook, muslin or batiste gowns; lace or embroidery trimmed or hemstitched, .98c

Other gowns up to, \$4.98

Teddies!

Made of nainsook; lace trimmed, ribbon strap; sale price, .74c

Other lace trimmed teddies, .98c, \$1.49 to \$3.48

Petticoats!

Women's knit petticoats, special sale price, .74c

Women's muslin petticoats; lace or embroidery trimmed; .89c and .98c

Other petticoats up to, \$6.48

White Goods Greatly Reduced!

40-inch white voile; 28c quality; reduced to, 20c

45-inch mercerized batiste; 40c quality; reduced to, 33c

Check and stripe organdie and checked voile; values up to 45c; a yard, 29c

Embroidered voile; embroidered organdie; check and stripe voile; values up to \$1.50; a yard, 98c

Remnants of white goods and skirtings greatly reduced!

Mattresses, Pillows Reduced!

Feather pillows, medium size, in splendid art tick; sterilized feathers; reduced to, a pair, \$1.15

\$2.50 feather pillows, standard size; sterilized feathers; good art tick, with ventilator; reduced to, a pair, \$1.79

\$4.50 goose feather pillows, best tan stripe tick, with ventilators; reduced to, a pair, \$3.65

\$16.50 felt mattress, nine layers of clean cotton felt, with ventilators; choice of art or woven stripe tick; roll edge; reduced to, \$13.45

\$12.50 felt mattress, 45 lb. weight; in splendid art tick; roll edge finish; reduced to, \$10.95

45-lb. felt and fibre mattress, 20 lbs. jute fibre in center, six sides of cotton felt; reduced to, \$7.95

30-lb. cotton mattress, bound finish; in good art tick; reduced to, \$6.75

45-lb. combination mattress, makes a good, thick, comfortable bed; art tick; reduced to, \$4.95

Cotton Goods!

\$1.75 hemstitched double bed sheets; extra long; of linen finished sheeting; reduced to, each, \$1.49

35c cretonnes; heavy twill, yard wide; floral and persian designs; reduced to, yard, .24c

\$1.50 double bed seamless sheets; heavy quality; 81x90 in size; reduced to, each, \$1.29

30c pillow cases, 42x36 in. size; made of splendid soft muslin; reduced to, each, .25c

35c white middie cloth, yard wide; reduced to, yard, .27c

Women's suits and dresses! Final reductions!

We have marked every suit, coat and dress in our entire stock at "clearance" prices that go into effect tomorrow morning! All former prices, as well as cost and profit, have been ignored. Tomorrow will be a great day for people who like to save money. It's an opportunity that will positively not present itself again for this entire year.

Sweaters!

For women and girls at clearance prices.

Raincoats reduced.

Kimonos reduced.

Skirts reduced.

Petticoats reduced.

Furs!

In order to effect a quick clearance of our furs, so as to avoid the necessity of carrying them over to next season, we have made steady reductions throughout the entire stock. Big bargains well worth coming for.

Women's Dresses!

Final Clearance Prices

\$22.50 serge dresses NOW, \$12.50
\$32.50 serge dresses NOW, \$14.95
\$37.50 serge dresses NOW, \$19.50
\$45.00 serge dresses NOW, \$24.50
\$20.00 silk dresses NOW, \$9.95
\$37.50 silk dresses NOW, \$14.95
\$42.50 silk dresses NOW, \$27.50
\$55.00 silk dresses NOW, \$39.50
\$75.00 silk dresses NOW, \$49.50
\$27.50 evening dresses NOW, \$19.50
\$37.50 evening dresses NOW, \$24.50

Other dresses at less than half price.

Women's Suits!

\$11.50 clearance prices for our \$22.50 suits.
\$14.50 clearance price for our \$27.50 suits.
\$16.50 clearance price for our \$32.50 suits.
\$22.50 clearance price for our \$42.50 suits.

Extra size suits for large women. Great values—further reductions!

Other high-grade suits, one of a kind, at big reductions!

Women's Coats!

Final Clearance Prices

\$35.00 coats for, \$22.50
\$45.00 coats for, \$29.50
\$55.00 coats for, \$34.50

Other coats reduced to half price and less.

Entire stock reduced.

All fur coats now half price.

Coats for girls and misses at big reduction.

Waists Reduced!

A large assortment of crepe de chine, georgette and wash satin waists; many beautiful models, all this season's styles; slightly soiled; regular \$5 and \$5.95 values, in this sale, \$3.50

\$7.75 and \$8.95 georgette waists, in suit shades, now, \$5.95

\$14.50 waists, now, \$9.95

Girls' Serge Dresses

Made of fine French serge \$5.95, \$6.45, \$7.45, \$9.95, \$12.50 and \$14.95.

Entire stock of winter millinery reduced to 50c, \$1.00 and \$2.50!

Shoes reduced!

Women's grey kid boots, regular price \$12.00, now, \$8.85

Women's grey kid cloth top boots, regular price \$8.50, now, \$6.85

Women's patent, glazed kid and plain leather shoes regular \$4 and \$5 values, \$2.85

One small lot of women's shoes in small sizes, regular price \$4, reduced, 95c

Several broken lines of girls' and misses' tan, gun metal and kid shoes, regular prices up to \$4, reduced to, \$2.65

All men's shoes reduced!

Matchless bargains in the Economy Section tomorrow! Great reductions!

Hour Sales

in the Economy Section today!

9 to 9:30 A. M.

Shirting calicoes, neat figures on white ground, 7c

(Limit 10 yards.)

10 to 10:30 A. M.

Hemmed napkins—checked damask—small but useful; 1c

(Limit 5 napkins.)

11 to 11:30 A. M.

15c dust caps, of gingham and percale, several styles; 15c

(Limit 2 caps.)

2 to 2:30 P. M.

Large bleached sheets for double beds; well made; 69c

(Limit 4 sheets.)

3 to 3:30 P. M.

19c bleached longcloth; fine, soft quality; no dress; 12 1/2c

(Limit 10 y. ds.)

4 to 4:30 P. M.

Bleached pillow cases, full size, excellent muslin; 14c

(Limit 2 cases.)

25c sample curtains, slightly soiled, 5c
10c talcum powder, three odors, 11c
25c boudoir caps, muslin, 11c
25c boudoir caps, muslin, 11c
25c and 15c neckwear and baby caps, each, 11c
(Quantity limited.)

11.00 double bed sheets, bleached, good muslin, French seamed, each, .79c

25c pillow cases, well made of good bleached muslin, full size, each, .17c

Bleached bath towels, unhemmed, fair size and a wonderful bargain at, each, .9c

30c bleached bath towels, heavy double thread weave, unhemmed, each, .19c

19c huck towels, hemmed, good size; all white, each, .14c

Hemmed napkins, full size; made of heavy satin damask; reduced to, a dozen, \$1.15

\$2.00 screen curtains, full length, with linen chumy inserting; pair, reduced to, \$1.19

11.00 middie aprons of standard quality percales, in various good patterns; full size; reduced to, .69c

Men's \$1.00 shirts, made by a high-grade maker; slightly mused and soiled; all sizes; reduced to, .89c

—Economy Section—3rd floor.

Excellent apron gingham, large assortment, 11c
17c sea island domestic, fine, smooth weave, 11c
20c pajama checks, yard wide, 11c
15c curtain serin, a yd., 11c

20c soft longcloth, 14c
20c dress gingham, big variety, 14c
fine checked dimity, 14c
Pajama checks and plaids, 14c
25c white waistings and odd white goods, 14c
20c extra wide sea island domestic, 14c

Men's \$1.50 shirts of oven stripe madras and fine count percales; slightly soiled; each, 89c

Women's 25c hosiery; fine gauge, with double heels and toes, garter top; slightly imperfect; a pair, .12c

Girls' heavy black ribbed stockings, close rib; all sizes; a pair, .12c

Men's 25c hosiery; very fine gauge; doubled where the war comes; black and white; pair, .17c

Women's 65c bleached vests and pants, ankle length, crocheted neck; reduced to, a garment, .44c

—Economy Section—3rd floor.

25c dress gingham, large assortment, 17c
25c dark percales, 17c
25c canton flannels, 17c
25c pajama checks, 17c
25c out g. white and color, 17c
22c light percales, yard wide, 17c

39c Muslin Drawers; firm muslin, cut full; hemstitched ruffle, pair, .29c

1.00 Gowns with long sleeves, tucked yokes; strong muslin, 79c

50c Muslin Drawers, with embroidery ruffles; full cut, well-made garment; reduced to, pair, .36c

1.99c Teddies; embroidery and lace-trimmed, generously cut; reduced to, .69c

50c Corset Covers; soft long cloth, lace and embroidery trimming; reduced to, .36c

1.00 Long Muslin Skirts, with several rows of lace insertings, or embroidery flounce; reduced to, .63c

Women's 10c Handkerchiefs, fine and sheer; mused from handling, each, .3c

—Economy Section—3rd floor.

Ready-to-Wear

in the Economy Section

\$15 women's suits now, \$6.50

\$17.45 women's suits now, \$10.95

\$18.75 women's suits now, \$12.45

\$23.45 women's suits now, \$14.50

One lot of serge dresses, values up to \$16.50, now, \$9.95

One lot of silk dresses, values up to \$15.00, now, \$6.50

Women's coats, \$16.50, now, \$11.95

All raincoats reduced!

All kimonos reduced!

Bathrobes reduced to, \$2.95

House dresses, value \$1.50, reduced to, .14c

House dresses, value \$1.98, reduced to, .10c

Other house dresses reduced.

Children's \$8 coats reduced to, .35c

Children's \$12 coats reduced to, .65c

Children's gingham dresses, .79c

Children's \$2.00 gingham dresses, \$1.69

Women's georgette and crepe de chine waists, \$4 values, \$2.98

New georgette waists, \$5 values, now, \$3.44

Women's voile waists, \$1 value, now, .44c

Women's voile waists, \$1.50 value, now, .89c

Women's voile and organdie waists, \$2.50 value, now, \$1.49

Women's silk petticoats, extra size, \$3.98

Women's silk petticoats, regular size, \$2.98

Women's Heatherbloom petticoats, silk top, \$1.79

Women's \$1.50 black saten and gingham petticoats, .89c

Thursday Only!

10c honeycomb cotton towels; good size; striped border; each, .6c

(Limit 2 towels.)

Children's 50c union suits, of ribbed cotton; fleeced inside; ages 4 to 10 years; suit, .37c

(Limit 3 suits.)

\$1.00 knit petticoats; heavy weight, full length; slightly imperfect; each, .49c

(Limit 2 petticoats.)

Men's 10c white hemstitched handkerchiefs; firm, close quality; each, .5c

(Limit 6 handkerchiefs.)

25c kimono crepes; plain and fancy; also fancy silkolines; good lengths; yard, .10c

(Limit 10 yards.)

\$2.25 white bedspreads; crocheted weave, in handsome patterns; double bed size; each, \$1.49

(Limit 2 bedspreads.)

—Economy Section.

DB Loveman Co

Mail orders filled while quantities last with exceptions of the hour sales and items advertised for one day's selling

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